



Ali Jafar

Thirty-five-year-old Ali is an IT consultant who recently moved to Seattle for a better job opportunity. He's single, lives in a downtown apartment, and enjoys hiking and road trips on weekends. Ali is tech-savvy and prefers handling all his transactions online, including buying or renting cars. He's undecided whether to buy or lease a car due to his unpredictable work schedule, which sometimes involves travel. He values security in online transactions and enjoys using apps with advanced filters to streamline his search, particularly for cars that are fuel-efficient and low mileage.

Ali plans to use DealHeaven to explore hybrid vehicles for his daily commute. The in-app messaging feature allows him to ask sellers specific questions about the condition of the car and arrange for test drives. He's also drawn to the auction feature, hoping to find a good deal. Although he has the income to purchase a new car, he prefers finding well-maintained used cars with detailed history. The secure payment functionality is a major plus for him, ensuring peace of mind when finalising transactions.



Andrea Martinez

Fifty-two-year-old Andrea is the owner of a flower shop in Austin, Texas, and she's in need of a reliable delivery van for her business. She lives in a suburban neighbourhood with her husband and two children. Andrea is comfortable with technology but prefers apps that are simple and easy to navigate. She's not looking for anything fancy—just something practical within her budget. She also looks for accessories like cargo organisers to help with flower deliveries.

Andrea uses DealHeaven to search for affordable, used delivery vans. She appreciates the option to filter by location since she prefers buying locally to avoid long-distance logistics. The ability to message sellers directly helps her arrange meetings to inspect the vehicles and discuss delivery options. Andrea also occasionally sells used car accessories from her flower business and likes that she can manage both buying and selling through one platform.